

(12) **UK Patent Application** (19) **GB** (11) **2 364 818** (13) **A**

(43) Date of A Publication 06.02.2002

<p>(21) Application No 0109052.1</p> <p>(22) Date of Filing 11.04.2001</p> <p>(30) Priority Data (31) 0011638.4 (32) 16.05.2000 (33) GB</p>	<p>(51) INT CL<sup>7</sup> B67D 1/06 , G09F 23/06</p> <p>(52) UK CL (Edition T ) G5C CFF</p> <p>(56) Documents Cited GB 2199806 A GB 2139186 A WO 98/18116 A1 WO 96/16894 A1 US 5959869 A US 5908142 A</p> <p>(58) Field of Search UK CL (Edition S ) G5C CFF INT CL<sup>7</sup> B67D 1/06 , G09F 23/06 Online: WPI, EPODOC, PAJ</p>
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(54) Abstract Title  
**Beer head with display**

(57) A beer head has a housing 1 with a display 4 which is adapted to show a moving image. The housing 1 has a connector for connection to a beer dispensing unit. The display 4 is preferably a video screen or LCD and a touch screen.. The display 4 may receive the input signal from an external computer or from an MPEG decoder. Preferably the beer head has a socket for receiving detachable memory.

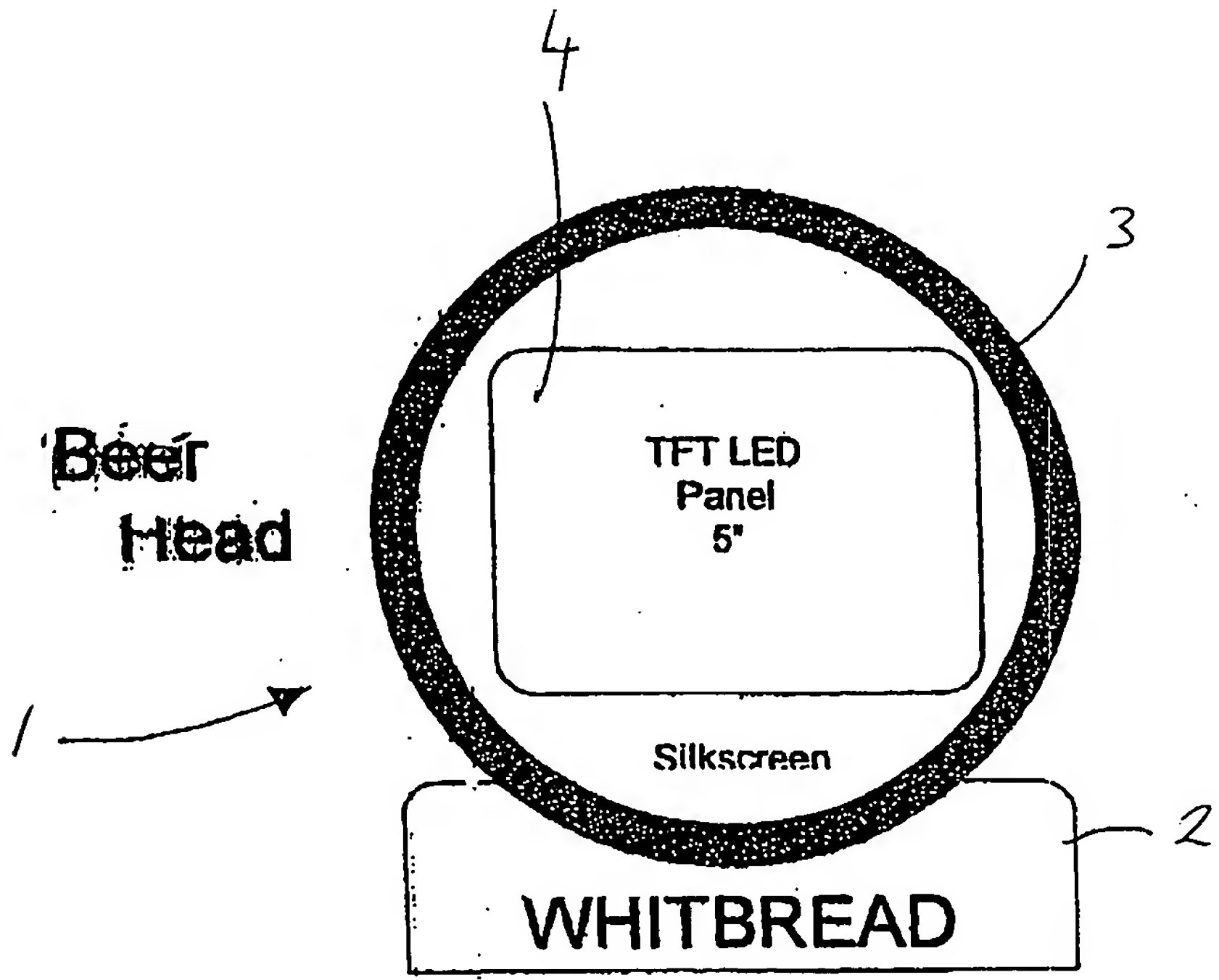


FIGURE 1

GB 2 364 818 A

1/4

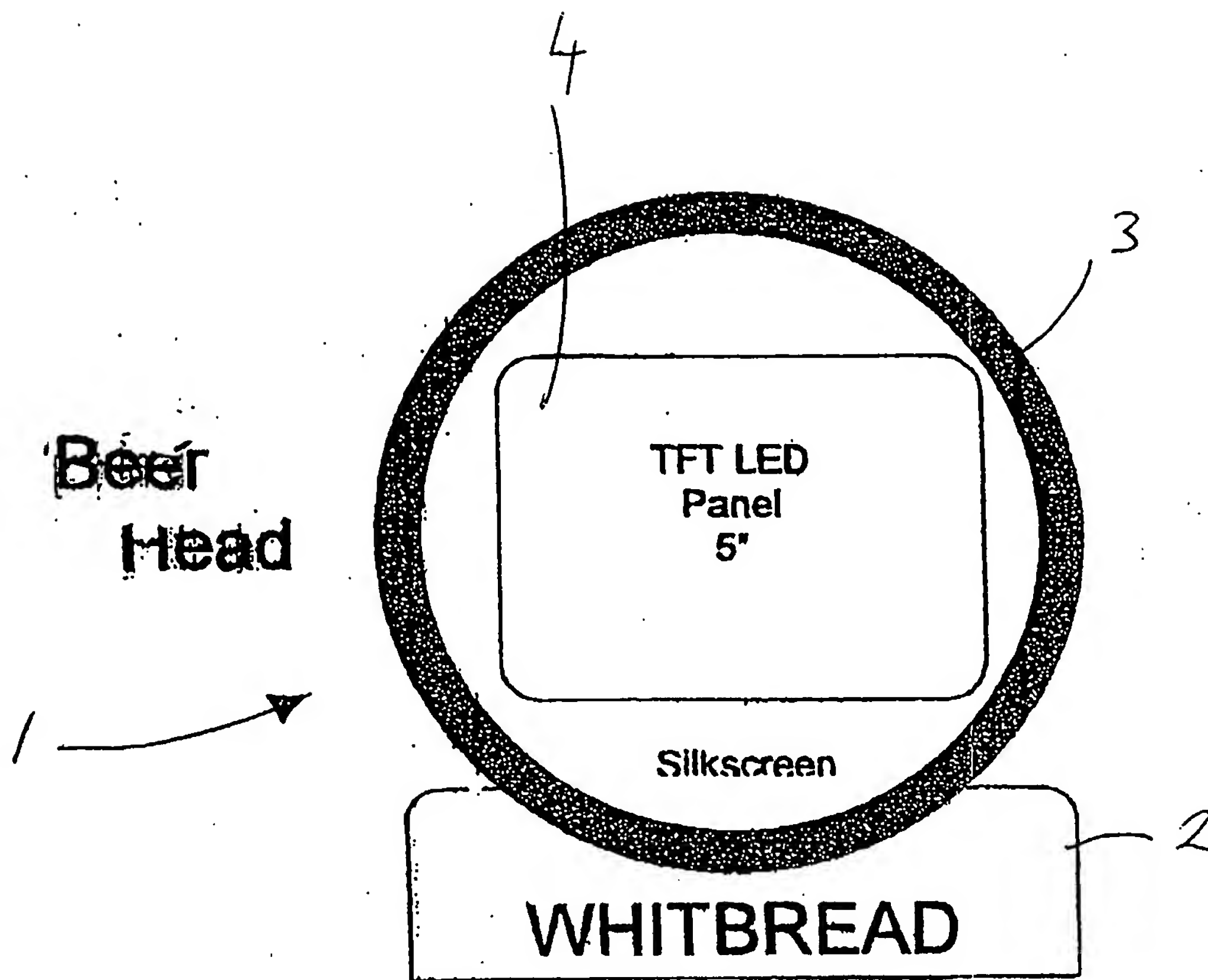
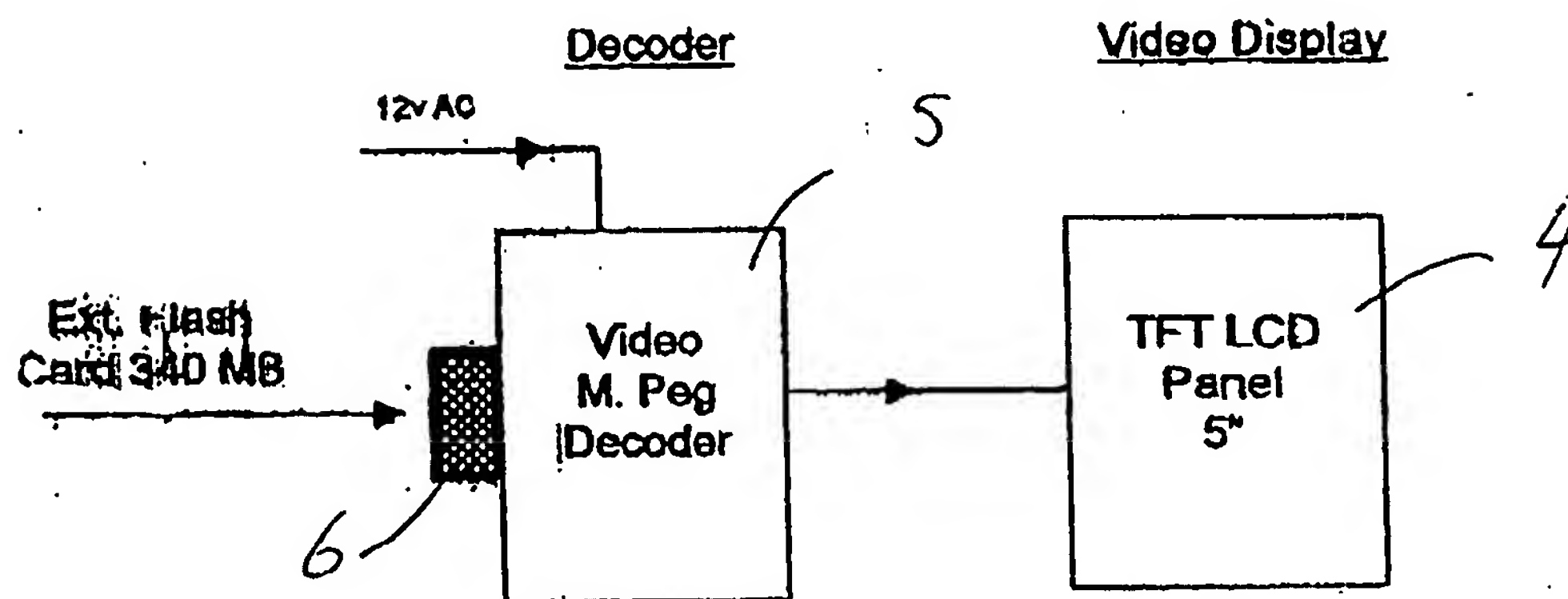


FIGURE 1

2/4

## Interactive Point of Sale Beer Head

### Schematic



340 MB removable Flash allows for 30 Minutes full Video Advertisements And Promotions.

FIGURE 2

3/4

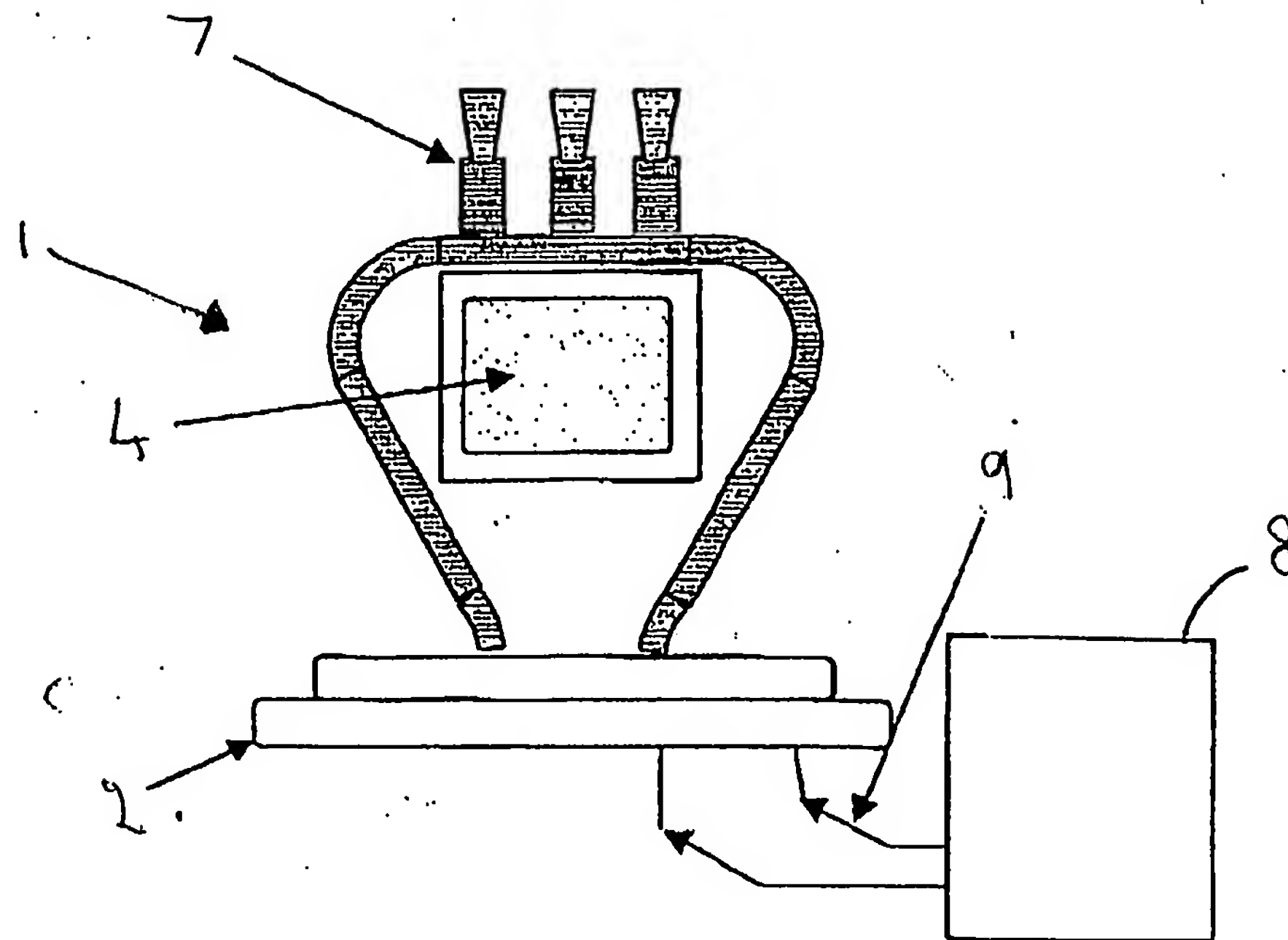


FIGURE 3

4/4.

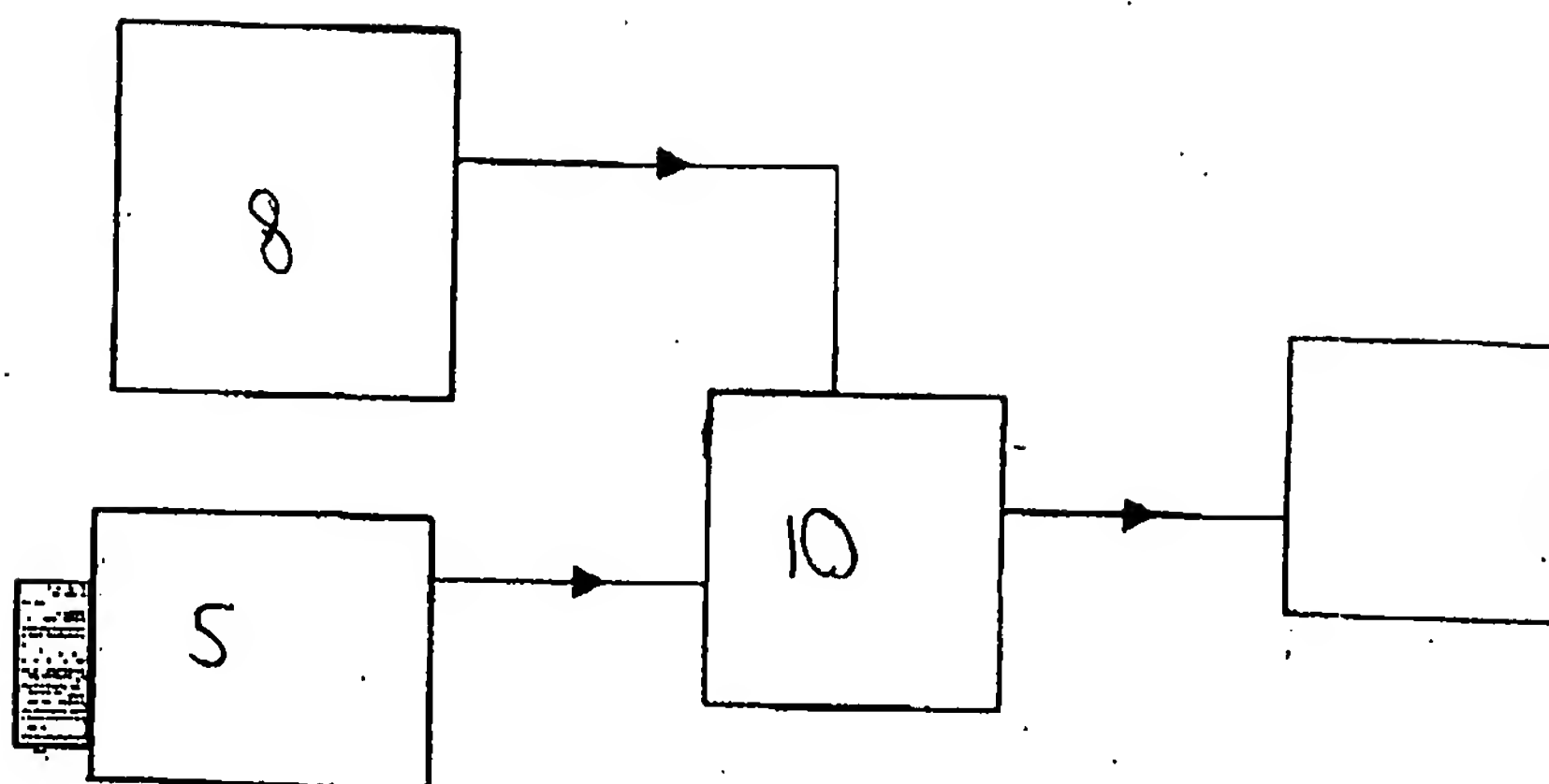


FIGURE 4

## A Beer Head

The present invention relates to a beer head comprising a display adopted to display a moving image. The present invention also relates to a beer dispensing unit comprising such a display.

A typical bar in a public house comprises a plurality of beer dispensing units. Attached to each beer dispensing unit is a beer head which identifies the brand of beer dispensed by the associated dispensing unit.

A typical beer head comprises a silkscreen glass displaying a trade mark. A 12v light bulb located behind the glass illuminates it enhancing the visibility of the trade mark. Such a beer head can only display a static image which does not sustain the consumers interest.

Accordingly, in a first aspect, the present invention provides a beer head comprising  
a housing containing a display;  
the housing comprising a connector for connection to a beer dispensing unit; wherein  
the display is adapted to display a moving image.

The beer head according to the invention can display moving images, so sustaining consumer interest and increasing the advertising point of sale impact of the beer head.

The display may comprise a video screen, preferably an LCD screen.

The display unit can be adapted to receive a signal from an external computer and to convert the signal to a moving image.

The beer head preferably comprises an M PEG video decoder for decoding data stored in a memory into a form suitable for display by the display.

The beer head can comprise a socket for receiving a detachable memory.

The beer head preferably further comprises a touch screen. This enables the consumer to interact with the displayed image, so increasing consumer interest.

In a further aspect of the invention there is provided a beer dispensing unit comprising an integral display unit, the display unit being adapted to display a moving image.

The present invention will now be described by way of example only, and not in any limitative sense, with reference to the accompanying drawings in which

Figure 1 shows, in front view, a beer head according to the invention; and

Figure 2 shows, in schematic view, the circuitry of a beer head according to the invention.

Figure 3 shows a schematic view of a further embodiment of a beer head according to the invention.

Figure 4 shows a schematic view of a further embodiment of a beer head according to the invention.

Shown in Figure 1 is a beer head according to the invention. The beer head comprises a housing 1 having a base portion 2 for attachment to a beer dispensing unit (not shown). Extending upwardly from the base portion of 2 is an upper portion 3 containing an LCD display panel 4. Both the base portion 2 and upper portion 3 may include advertising for attracting the interest of a consumer.

In use the LCD panel 4 displays a moving image typically a video advertisement or promotion.

In an alternative embodiment of the invention (not shown) the LCD panel 4 further comprises a touch screen. This enables the consumer to interact with the moving image displayed by the LCD panel so maintaining consumer interest.

Shown in Figure 2 in schematic form is the circuitry associated with the beer head of Figure 1. The circuit comprises an LCD panel 4 connected to an M PEG video decoder 5. The M PEG video decoder 5 comprises a socket 6 into which a memory card (not shown) can be inserted.

In use the video decoder 5 decodes information stored in a memory card inserted into the memory slot 6. As the information is decoded it is transmitted to the LCD panel 4 and is then displayed as a moving image.

The memory card typically contains sufficient data to enable approximately 30 minutes of moving images to be displayed by the LCD display. The beer head can optionally be arranged to repeatedly show the same moving image sequence. Alternatively, it can be arranged to display image sequences at random.



Shown in Figure 3 is a further embodiment of a beer head according to the invention. The beer head comprises a housing 1 having a base portion 2. The housing is connected to a beer dispensing unit which dispenses beer via taps 7. Received within the housing 1 is a display unit 4.

The display unit 4 is connected to an external computer 8. The external computer 8 has a number of video files stored on its hard disk. In use the video files are transmitted to the display unit via connector 9. A large capacity disk drive can typically store enough information for several hours of promotional video advertising.

Shown in Figure 4 is a schematic view of a further embodiment of a beer head according to the inventor; the beer head is connected to a switching apparatus 10 which is in turn is connected to both an MPEG decoder 5 and also a computer 8. By altering the configuration of the switching apparatus 10 the beer head can receive a signal from either the computer 8 or MPEG decoder 5 as required.

In a further embodiment of the invention(not shown) the switching apparatus 10 can be connected to a plurality of beer heads.

## Claims

1. A beer head comprising a housing containing a display; the housing comprising a connector for connection to a beer dispensing unit; wherein the display is adapted to display a moving image.
2. A beer head as claimed in claim 1, wherein the display comprises a video screen, preferably an LCD screen.
3. A beer head as claimed in either of Claims 1 or 2, wherein the display is adapted to receive a signal from an external computer and to convert the signal to a moving image.
4. A beer head as claimed in any one of Claims 1 to 3, further comprising an M PEG video decoder for decoding data stored in a memory to a form suitable for display by the display.
5. A beer head as claimed in claim 4 further comprising a socket for receiving detachable memory.
6. A beer head as claimed in any one of claims 1 to 5 further comprising a touch screen.
7. A beer dispensing unit comprising an integral display unit, the display unit being adapted to display a moving image.
8. A beer head substantially as herein before described.
9. A beer head substantially as herein before described with reference to the drawings.



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Application No: GB 0109052.1  
Claims searched: 1 to 9

Examiner: Andrew Hole  
Date of search: 6 November 2001

## Patents Act 1977 Search Report under Section 17

### Databases searched:

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:

UK Cl (Ed.S): G5C (CFF)

Int Cl (Ed.7): B67D 1/06; G09F 23/06;

Other: Online: WPI, EPODOC, PAJ

### Documents considered to be relevant:

Category	Identity of document and relevant passage	Relevant to claims
X Y	GB 2199806 A (MINCIK) See whole document.	X: 1 to 3, 7. Y: 4 to 6.
X Y	GB 2139186 A (THORN EMI) See Fig 1 and page 1, line 84 to page 2, line 2.	X: 1 to 3, 7. Y: 4 & 6.
X Y	WO 98/18116 A1 (AD OPTICAL) See whole document, especially page 5.	X: 1 to 3, 7. Y: 4 & 6.
X Y	WO 96/16894 A1 (BARTECH) See Figs 1 & 2 and page 8, lines 3 to 13.	X: 1 to 3, 7. Y: 4.
Y	US 5959869 (MILLER et al.) See Fig 1 and column 5, line 11 to column 6, line 11.	4 to 6.
X Y	US 5908142 (SACCHETTI) See whole document.	X: 1 to 3, 7. Y: 4 & 6.

X	Document indicating lack of novelty or inventive step	A	Document indicating technological background and/or state of the art.
Y	Document indicating lack of inventive step if combined with one or more other documents of same category.	P	Document published on or after the declared priority date but before the filing date of this invention.
&	Member of the same patent family	E	Patent document published on or after, but with priority date earlier than, the filing date of this application.